1 **SYSTEM AND METHOD FOR SELECTING CONTENT**

2 **TO BE PRESENTED TO A USER**

3

4 Abstract of the Disclosure

5 A system for receiving and presenting content at a user location includes a

6 profiling agent that creates a user profile based upon a plurality of inputs by a user. The

7 user profile represents preference characteristics of the user. A storage device is

8 coupled to the profiling agent and stores the user profile. A receiver is configured to

9 receive a set of parameters defined for at least one content. The set of parameters

10 originates from a source of contents. A processing module is coupled to the receiver

11 and the storage device and correlates the user profile with the set of parameters to

12 determine whether parameters in the set of parameters match preference characteristics

13 in the user profile. The processing module further generates a match signal when a

14 sufficient number of the parameters match preference characteristics in the user profile.

15 A transmitter is coupled to the processing module and sends the match signal to the

16 source of contents which stores the content defined by the set of parameters for sending

17 to the user location upon receipt of the match signal.